

**SVKM's NMIMS**  
**School of Distance Learning**

Programme: PGDMM/PGDBM/PGDBFM

Academic Year: 2010-2011

Subject: Services Marketing

Date: 4.7.2011

Semester IV

Course New

Marks: 70

Time: 3.00 pm to 6.00 pm

Instructions: Candidates should read carefully the instructions printed on the question paper and on the cover of the Answer Book, which is provided for their use.

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NB:

1. All FOUR questions to be attempted.
  2. All sub questions carry equal marks.
  3. Answer to each new question to be started on a fresh page.
  4. Figure in brackets indicate full marks.
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Q1. Attempt any TWO out of the FOUR. (10)

- a. How to manage the implications of 'intangibility' in services marketing?
- b. Explain the role of intermediaries in delivering services.
- c. Discuss the various guidelines for services communication.
- d. How do services differ from products?

Q2. Write short Notes on any TWO out of FIVE. (10)

- a. Scope of marketing research in services marketing.
- b. Services blue printing.
- c. Customers' role in service delivery.
- d. Managing waiting lines.
- e. Role of physical evidence in services marketing.

Q3. Attempt any Three out of Five. (30)

- a. Explain the consumer purchase decision process for services.
- b. Explain the steps to be undertaken to develop a new product/service development.
- c. Discuss the pricing objectives of various organisations.

- d. Explain the strategies to be used to recover service failures.
- e. Explain the Gap Model of Service Quality in detail.

Q4. Case Study:

(20)

A man and a woman were guests at the Silver Sand Hotel. One day they were on the way to the beach with their younger daughter when they passed two of the housekeepers in the hallway. The guests were warmly greeted, and one of the housekeepers commented on how adorable the child looked in her beach attire. The other housekeeper, agreeing, asked how old the child was. The couple replied that the child was turning 2 years old the next day, and the family moved to the beach. When they returned to their room, they found a bright balloon and a big cookie on a plate. On the plate was written the greeting 'Happy Birthday'.

The child was delighted and her parents told the hotel manager that the Silver Sand Hotel would always have a special place in their hearts and would be their hotel of choice.

Questions:

- a. Explain the importance of 'people mix' in hotel industry.
- b. What do you mean by core and supplementary services? Which supplementary services is been explained in the case study?
- c. Bring out the importance of services marketing triangle in the management of service sector.
- d. Explain the importance of customer delight.

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(2)